



DIVISION ON CIVIL RIGHTS
GEORGE S. PFAUS, DIRECTOR

Department of Law and Public Safety

From: William W. Barnes

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609 - 292-4605

FOR RELEASE

IMMEDIATELY

By George S. Pfau, Director
New Jersey Division on Civil Rights

If the people of the United States would invest 20 billion dollars per year to implement the recommendations of the President's Commission on Civil Disorders, they would get a fifty per cent profit on their investment.

Reliable economists have determined that the total annual income of all the Negro families in the United States would increase by 30 billion dollars if the average income of Negro families was raised to the average income of white families. If the Commission's proposed programs are carried out, so that Negroes would have all the opportunities for education, employment, housing, health, etc., etc., that are now available to whites, the Negroes of our country would fill out the same normal distribution curve as whites. Some would still be relatively poor, but others would be very rich and most would be in a large middle group with completely adequate or comfortable incomes.

The 20 billion dollars per year investment would have to continue for only a short span of years. In a short time we would break even. Soon the "profit" would be fifty per cent and then, as the need for the annual investment began to decrease, we would reach the point where the entire country could be riding a 30 billion dollar per year " gravy train."

The increase in the income of Negro Americans would, of course, mean an equal increase in the gross national product of the entire nation, to be enjoyed not only by Negroes but by all the people of our country.

Neither the 20 billion dollar annual investment nor the 30 billion dollar annual profit would be inflationary. The goods and services provided by the investment would be used and consumed and the economic demand of the profit would be matched by an equal value of additional goods and services produced by Negro Americans working at the same levels of their skills and potentials as white Americans.

The penny-pinching, miserly and horse-and-buggy reaction to the Commission's recommendations is saying: "How can we afford to implement them?" The intelligent and truly hard-nosed business response should be: "How can we afford not to?"